Modest recovery for European truck output

Competition to intensify among makers and markets

There will be a modest recovery in European truck production in 1984, according to DRI Europe, but its latest forecast report for the industry says the increase will stem almost entirely from the reviving European market.

No significant growth in non-European sales can be expected before 1985. "While 51 percent of medium and heavy truck output in the seven main European truck producing countries went elsewhere in 1982, this ratio is forecast to fall to 39 percent in 1985, before recovering slightly later in the decade," the report says.

The result will be even more cut-throat competition within the various national markets of Europe, as makers struggle to maintain volumes.

No let-up in the price war that has affected France and the UK in particular can readily be foreseen.

"The nascent recovery in the U. S. heavy truck market will provide only limited relief to the European producers involved there, with most other non-European markets likely to see minimal revival at best over the year," predicts DRI.

In the four largest EEC markets — West Germany, France, the UK and Italy—combined new registrations of medium and heavy trucks are expected to rise by less than 6 percent in 1984. The anticipated decline in the light commercial sector is expected to continue.

Recovery should accelerate slightly in 1985 as the French market expands after 1984's fall. Except for light commercial vehicles, for which DRI sees some potential for further market growth, no sector is forecast to exceed its pre-recession peak during the rest of the decade.

• Turning to the major national markets of Europe, DRI says West Germany's exports of medium and heavy trucks to Africa and the Middle East collapsed by a third in 1983. "Only Daimler-Benz's huge marketing strength and local assembly commitments have prevented an even larger fall," notes DRI.

The 1984 export outlook is no more promising, with fewer large spot orders from Iran and Iraq and continued curtailment of development projects in many key markets. It will be 1985 before firming of crude oil prices and higher developed world oil consumption restores the financial positions of the important OPEC customers of the German capital goods industry.

Capacity utilization in truck production will remain low until the second half of the decade, the forecasters believe.

In contrast to export demand, domestic consumption of trucks during 1983 recovered far more rapidly from recession than anywhere else in Europe, chiefly as a result of the investment support scheme expiring at the end of 1982 (but allowing delivery any time during 1983 and 1984).

The payback for fast recovery during 1983 will be two years of minimal growth during 1984-85.

France looks set to be the weakest European truck market over the next two years, following relative stability throughout the recession, DRI says.

Demand for both light and heavy commercial vehicles will drift in the face of sluggish consumer and investment spending. Extensive discounting now in evidence will fail to hold truck sales as industrial production and demand for road transport services fall substantially fall.

French exports improved during 1983, largely due to Algerian sales. "The worst effects of the OPEC collapse have been avoided, simply because the French industry never participated in the boom," DRI states.

It notes a continued drop in the share held by Renault Industrial Vehicles (RVI). In the face of intense competition from other European makers, RVI's market share went down from 45 percent in 1982 to 36 percent last year—and continues to look vulnerable.

The forecast group identifies a more positive mood in the UK for 1984. The new 38-ton weight limit and recovery in the economy are factors. In addition, light commercial sales are expected to fall this year following the car market-inspired rise in 1983.

Very little expansion of output is currently expected in 1984 in Italy by either the light or medium/heavy sectors as recent share gains in other EEC markets come under pressure.

Italian production levels did not fall in line with the market decline last year, partly due to resumption of truck deliveries to Algeria following the ending of a trade dispute between the two countries. "In 1983 the Algerian market has proved less volatile than that of the Middle East," reports DRI.

Last year was another difficult one for the Spanish industry, as medium and heavy truck sales resumed an almost unbroken downward trend since 1974. But a period of steady and modest expansion of sales and production is now in prospect as the economy starts to grow more strongly.

Spanish sales in Europe are expected to meet strong resistance from other exporters and indigenous producers, and sales outside Europe are expected to fall back after Enasa's contract with the Egyptian armed forces finishes in 1984.

Sweden will record a third successive decline in medium and heavy truck production when 1983 figures are published. But DRI believes this is a comparatively successful outcome for a year in which Swedish truck exports outside the EEC slumped by a quarter. It points to last October's currency devaluation as one factor.

This year it believes production will rise by 8 percent, and in the longer term output is expected to exceed the 1980 peak of 55,000 units.

EUROPEAN COMMERCIAL VEHICLE PRODUCTION
(In Thousands)

Country	1980	1982	1983	1984	1990
Medium and Heavy Units					
France	61.4	44.6	39.8	42.5	56.6
Holland	15.9	11.0	11.1	11.8	14.2
Italy	42.2	36.4	42.7	43.3	48.5
Spain	22.6	21.8	20.8	23.3	25.4
Sweden	55.1	49.6	44.7	48.2	60.1
United Kingdom	104.0	66.6	55.3	61.2	70.0
West Germany	180.9	169.9	145.4	153.7	192.5
Total	482.1	399.8	359.8	384.0	467.3
Light Units					
France	375.5	324.5	319.5	292.4	344.5
Italy	115.9	112.6	126.1	128.9	135.1
Spain	107.1	100.8	105.9	109.1	99.0
United Kingdom	223.4	158.0	157.4	160.0	171.7
West Germany	266.2	195.7	201.2	205.7	251.9
Total	1,088.1	891.6	910.1	896.1	1,002.2

EUROPEAN COMMERCIAL VEHICLE DEMAND
(In Thousands)

Country	1980	1982	1983	1984	1990
Medium and Heavy Units					
France	43.7	40.9	38.5	37.6	44.9
Italy	28.8	30.6	26.1	28.3	32.3
United Kingdom	61.3	45.3	49.3	55.9	58.6
West Germany	78.5	49.0	59.1	61.6	73.4
Total	212.3	165.8	173.0	183.4	209.2
Light Units					
France	271.6	311.9	271.3	257.7	299.7
Italy	117.9	128.9	111.8	114.2	122.8
United Kingdom	194.2	171.7	198.6	185.8	197.2
West Germany	143.8	113.3	127.6	128.2	151.8
Total	727.5	725.8	709.3	685.9	771.5

Car pricing is a major concern in Europe

EEC to invoke 12 percent limit on variances among nations

By Richard Feast
European Editor

The European auto industry has several major concerns as 1984 begins. Perhaps its greatest lobbying efforts will be concentrated on fighting far-reaching price control proposals.

The European Community Commission's plan to introduce a 12 percent limit on the variation of prices between member states has united the industry as seldom before.

The Commission is still listening to evidence following publication of its draft proposal last summer. Some sort of decision is expected in the early part of 1984, though if it wants the Commission could put the regulation into effect without reference to European or national parliaments.

At the same time, debate over introduction of lead-free gasoline in West Germany (and the UK) continues as a divisive force between governments and car makers.

In another dimension, the demand for a 35-hour working week in West Germany appears concentrated on the auto industry. A sharp increase in costs is predicted, which will have a knock-on effect throughout Europe, especially those countries which have manufacturing ties with Germany — Belgium and the UK.

The price debate stems from the fact that car prices, even in pre-tax form, vary considerably within the 10 member states of EEC. In general, they are high in the UK, low in Belgium.

Part of the reason stems from the high manufacturing costs in the UK. Over the years this led to higher car prices, though there is plenty of evidence that prices were passed on to customers at a greater rate than inflation at the time justified.

The consumer backlash took the form of private UK buyers making trips to Belgium and Germany, where they found prices of even British-made models a third cheaper than at home.

The scale of the so-called gray imports was not known, but it was substantial and sufficient for Ford of Germany to stop selling right-hand-drive models to customers in mainland Europe.

That was in May 1982. Following a protracted legal argument — still not finally settled — Ford was told by the Commission to recommence RHD deliveries.

The affair was symptomatic of the discontent felt by consumers, and the powerful consumer bodies, over car makers' pricing policies. There has been some narrowing of the differences since the BEUC — the association of European consumer unions — first started comparing prices, but its most recent study added fuel to the Commission's cause.

In October 1983 prices on average were 12 percent more in France than in Belgium. In Germany they were 15 percent more, but in the UK the premium was 38 percent. It found that a BL Metro was half as much again in the UK as in Belgium.

The BEUC study was of pre-tax prices. The complexity of the situation, however, is apparent when it is realized that Denmark has the lowest pre-tax prices, but the highest drive-away prices because of sales taxes.

In the words of Carleric Haggstrom, Volvo Car Corp. senior vice president, "In Denmark the consumer pays the most for a car whereas the manufacturer receives the least.

"In accordance with the Treaty of Rome of 1958, the EEC parliament should thus concentrate on harmonizing the taxes between the member states."

Horst Avenarius, PR Director of BMW, makes another point. He says that domestic manufacturers with large shares of their own markets determine supply and prices "Substantial under-cutting by foreign suppliers could have serious consequences for the industry confronted with competition from imports. The danger of import restrictions would then be great," he believes.

A further underlying cause of price differences can be seen in cycles of business that continue to differ within even the Economic Community. In adjusting their prices to boom and recession phases, the auto suppliers are only following the rules of free competition, according to Avenarius.

He adds, "In addition, extraneous factors contribute to differences in price. For example, wild short-term fluctuations in exchange rates within the European Monetary System (EMS) distort pricing by up to 4.5 percent. Currencies outside the EMS can experience price swings of 20 percent or more, for example the British pound sterling."

Other factors are state price controls and price indexing which prevent adjustments which conform to market trends —France and Belgium, for example.

Klaus Vacano, head of central sales planning at Volkswagen, calls the 12 percent, "arbitrary."

"It is erroneously concluded from the existence of price differentials that competition is lacking, and insinuated that the manufacturers are misusing the system of selective sales," he states. "In fact, the opposite is the case. Competition in the automotive market is extremely keen."

He traces the differences to market demands, in policies for monetary, credit, and tax and to exchange rates. He also warns that the regulation could break up existing sales systems by allowing non-authorized dealers to trade.

"In this way the advantages

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Leif Helander's Saab Turbo Funny Car covers the standing quarter mile in 6.94 seconds with a final speed of 203 MPH. quarter mile in 6.94 seconds with a final speed of 203 MPH. It is powered by a methanol-fueled 1,500-HP engine and competes in the pro-competition class in Sweden and England.

PRODUCTION OVERSEAS

FRANCE

Cars

	10 mos., 1983	10 mos., 1982
Peugeot SA	1,103,440	1,054,356
Citroen	454,085	446,339
Peugeot	492,808	446,339
Talbot	156,547	180,786
Renault	1,344,398	1,184,298
Total	2,447,838	2,238,654

Trucks, vans, buses

CBM	68	87
Peugeot SA	109,523	112,174
Citroen	23,840	23,863
Peugeot	68,833	76,968
Talbot	16,849	11,343
Renault	195,048	188,084
Sovam	69	87
Unic	4,987	4,404
Total	309,694	304,836
Total vehicles	2,757,532	2,543,490

JAPAN

Cars

	9 mos., 1983	9 mos., 1982
Daihatsu	140,581	95,406
Fuji	171,423	147,878
Honda	611,681	636,184
Isuzu	92,364	86,806
Mitsubishi	382,360	445,903
Nissan	1,396,289	1,354,406
Suzuki	96,094	76,579
Toyo Kogyo	661,197	618,250
Toyota	1,775,259	1,691,766
Total	5,327,248	5,153,178

Trucks, vans, buses

Daihatsu	255,599	250,214
Fuji	225,764	223,218
Hino	38,512	48,569
Honda	137,235	114,209
Isuzu	203,273	224,027
Mitsubishi	349,874	292,082
Nissan	477,619	456,361
Nissan Diesel	24,246	28,515
Suzuki	375,332	372,552
Toyo Kogyo	227,121	219,787
Toyota	664,664	684,402
Others	519	670
Total	2,979,758	2,914,606
Total vehicles	8,307,006	8,067,784

SPAIN

Cars

	9 mos., 1983	9 mos., 1982
Citroen	82,182	69,764
Ford	171,210	171,134
General Motors	171,522	.....
Renault	214,864	216,006
Seat	169,675	175,578
Talbot	36,873	40,391
Total	846,326	678,873

Trucks, vans, buses

CAF	.....	146
Citroen	15,322	27,949
Enasa	10,369	9,381
Ford	4,252	5,854
Hispavinsa	2,033	2,416
Land-Rover	15,082	9,188
Mercedes-Benz	6,329	9,313
Motor Iberica	14,610	13,669
Renault	22,061	21,396
Seat	19,397	1,548
Talbot	228	.....
Total	109,683	100,850
Total vehicles	956,009	779,723

UNITED KINGDOM

Cars

	8 mos., 1983	8 mos., 1982
BL	315,392	286,392
Austin Rover	288,072	263,638
Jaguar	18,610	13,832
Range Rover	8,710	8,688
Carbodies	1,405	939
DeLorean	.....	1,333
Ford	207,173	205,759
Lotus	356	406
Reliant	60	54
Rolls-Royce	1,063	1,724
Talbot	83,506	31,307
TVR	177	81
Vauxhall	83,008	68,327
Others	463	375
Total	692,603	596,463

Trucks, vans, buses

Bedford	31,625	33,963
BL	58,104	54,994
Austin Rover	16,920	12,038
Land Rover	33,370	33,345
Leyland Veh.	7,814	9,611
ERF	987	1,228
Foden	403	485
Ford	65,163	74,123
Hestair Dennis	502	516
Karrier	3,119	4,372
Metro Cammell Weymann	240	206
Reliant	68	3
Seddon Atkinson	782	1,229
Others	415	398
Total	161,408	171,517
Total vehicles	854,011	767,980

REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars

	11 mos., 1983	11 mos., 1982
Alfa Romeo	7,393	8,298
BL	319,658	266,268
BMW	24,247	22,490
Daihatsu	5,045	4,616
Fiat Auto	47,828	46,838
Ford	496,142	452,018
FSO	4,248	2,980
General Motors	250,701	172,485
Honda	17,963	15,869
Hyundai	3,328	2,832
Lada	18,321	16,269
Lonsdale	466	.....
Lotus	374	394
Mazda	17,201	14,324
Mercedes-Benz	13,196	11,872
Mitsubishi	8,343	8,421
Nissan	100,258	90,820
Panther	104	25
Peugeot SA	101,786	96,074
Citroen	24,778	23,235
Peugeot/Talbot	77,008	72,839
Reliant	89	109
Renault	60,504	61,754
Rolls-Royce	612	788
Saab	9,111	9,046
Skoda	10,747	8,826
Subaru	3,208	2,575
Suzuki	3,193	2,608
Toyota	30,372	26,611
VAG	98,346	89,428
Volvo	58,948	49,649
Zastava	4,375	3,000
Others	4,599	3,443
Total	1,720,774	1,490,728

SWEDEN

Cars

	11 mos., 1983	11 mos., 1982
Alfa Romeo	710	534
BMW	3,580	3,267
Daihatsu	956	1,311
Fiat Auto	5,031	3,839
Ford	19,726	20,168
General Motors	18,386	20,322
Honda	2,645	4,099
Lada	1,847	2,645
Mazda	11,013	9,496
Mercedes-Benz	4,791	5,771
Mitsubishi	1,429	1,376
Nissan	5,157	5,755
Peugeot SA	5,957	4,851
Porsche	194	154
Renault	2,033	2,296
Saab	26,642	27,582
Skoda	330	382
Subaru	551	340
Toyota	7,726	7,247
VAG	20,041	23,719
Volvo	54,781	50,872
Others	26	35
Total	193,552	196,061

WEST GERMANY

Cars

	10 mos., 1983	10 mos., 1982
Alfa Romeo	10,497	9,622
Bertone	793	468
BL	4,618	3,427
BMW	133,615	110,178
Daihatsu	5,403	5,000
Fiat Auto	87,061	82,058
Ford	250,741	203,795
General Motors	393,528	339,863
Honda	27,635	28,564
Isuzu	998	.....
Lada	6,945	5,478
Mazda	51,092	35,261
Mercedes-Benz	214,287	201,856
Mitsubishi	32,408	29,911
Nissan	40,038	36,281
Peugeot SA	80,737	76,905
Citroen	36,851	33,936
Peugeot/Talbot	43,886	42,969
Pininfarina	581	159
Porsche	10,665	9,078
Renault	78,402	74,944
Saab	3,152	2,496
Seat	699	.....
Skoda	1,321	1,161
Subaru	4,419	3,389
Suzuki	11,839	9,775
Toyota	44,602	34,313
VAG	601,957	551,232
Audi	152,414	105,407
Volkswagen	449,543	445,825
Volvo	12,800	10,303
Others	1,116	1,265
Total	2,111,949	1,867,229

AUSTRIA

Cars

	10 mos., 1983	10 mos., 1982
Alfa Romeo	2,621	2,336
BL	418	580
BMW	7,606	6,432
Daihatsu	999	278
Fiat Auto	12,487	10,832
Ford	18,114	14,472
General Motors	29,079	24,843
Honda	3,818	2,693
Lada	1,435	1,817
Mazda	24,344	16,949
Mercedes-Benz	7,092	4,276
Mitsubishi	3,988	3,421
Nissan	14,337	10,771
Peugeot SA	13,633	12,571
Citroen	6,063	5,431
Peugeot/Talbot	7,570	7,140
Porsche	486	367
Renault	10,134	10,272
Saab	431	420
Seat	121	.....
Skoda	777	275
Subaru	3,203	2,553
Suzuki	933	728
Toyota	10,398	6,301
VAG	48,010	35,085
Volvo	3,229	2,651
Others	39	114
Total	213,358	171,036

DENMARK

Cars

	10 mos., 1983	10 mos., 1982
Alfa Romeo	296	169
BL	88	468
BMW	2,006	1,632
Dacia	262	.....
Daihatsu	2,626	962
Fiat Auto	5,500	3,699
Ford	14,796	12,466
FSO	577	265
General Motors	13,862	11,131
Honda	1,032	674
Lada	4,344	4,664
Mazda	10,832	7,284
Mercedes-Benz	702	852
Mitsubishi	887	910
Nissan	6,520	3,734
Peugeot SA	7,161	5,219
Renault	583	700
Saab	1,776	1,614
Skoda	6,562	6,797
Subaru	224	212
Suzuki	6	.....
Toyota	9,615	5,185
Trabant	125	1
VAG	4,854	4,475
Volvo	3,440	2,668
Wartburg	906	284
Zastava	19	.....
Others	2	14
Total	99,603	76,595

SWITZERLAND

Cars

	9 mos., 1983	9 mos., 1982
Alfa Romeo	6,073	6,735
AMC	198	273
Bertone	188	202
BL	1,781	2,118
BMW	8,955	11,369
Daihatsu	996	891
Ferrari	169	212
Fiat Auto	18,664	20,209
Ford	20,555	18,288
General Motors	28,276	32,591
Honda	5,854	7,124
Isuzu	424	.....
Lada	221	674
Mazda	10,262	11,156
Mercedes-Benz	4,165	5,372
Mitsubishi	7,420	6,008
Nissan	11,833	11,827
Peugeot SA	19,111	19,649
Citroen	8,239	8,284
Peugeot/Talbot	10,872	11,365
Pininfarina	212	145
Porsche	1,172	1,364
Puch	99	130
Renault	11,916	16,734
Rolls-Royce	93	69
Saab	999	998
Skoda	196	149
Subaru	5,348	5,641
Suzuki	3,177	4,023
Toyota	14,782	15,230
VAG	31,654	32,184
Volvo	4,985	4,781
Others	182	209
Total	219,949	236,843

JAPAN

Cars

	9 mos., 1983	9 mos., 1982
Daihatsu	82,517	56,060
Fuji	58,499	54,864
Honda	170,766	165,425
Isuzu	44,857	42,250
Mitsubishi	135,555	176,856
Nissan	633,880	619,705
Suzuki	68,610	58,092
Toyo Kogyo	187,218	177,435
Toyota	915,792	865,037
Imports (all)	27,454	27,045
Total	2,325,148	2,242,769

Trucks, buses, vans

Daihatsu	197,460	191,433
Fuji	148,694	138,032
Hino	28,257	28,953
Honda	119,796	106,000
Isuzu	86,047	92,227
Mitsubishi	225,125	212,280
Nissan	209,442	223,000
Nissan Diesel	14,862	14,625
Suzuki	281,492	279,374
Toyo Kogyo	111,353	110,821
Toyota	267,509	271,029
Others	.....	1
Total	1,688,038	1,667,775
Total vehicles	4,013,186	3,910,544

FRANCE

Cars

	8 mos., 1983	8 mos., 1982
Alfa Romeo	19,204	20,306
BL	19,298	19,693
BMW	22,582	23,791
Ferrari	99	85
Fiat Auto	60,017	67,195
Ford	92,004	79,844
FSO	1,402	1,156
General Motors	53,225	32,232
Honda	5,414	6,922
Innocenti	1,329	420
Lada	16,811	15,859
Mazda	9,068	11,043
Mercedes-Benz	12,459	12,000
Mitsubishi	2,594	2,700
Nissan	11,182	11,604
Peugeot SA	438,668	416,326
Citroen	177,030	172,117
Peugeot/Talbot	261,638	244,209
Porsche	1,146	976
Renault	462,527	510,235
Saab	510	163
Seat	242	1
Skoda	3,852	2,557
Toyota	8,736	8,145
VAG	78,533	83,739
Volvo	8,847	7,146
Zastava	1,265	460
Others	149	175
Total	1,339,118	1,334,253

Prices

Continued from Page 25

which the customer has today in the form of warranty, an effective service, value maintenance of the vehicles, maintenance of the operating safety of the vehicles, environmental acceptability, etc., would be jeopardized or even in part disappear," he says.

A spokesman for Austin Rover —one of the companies likely to be most affected by the Commission proposal—believes any benefits would be short-lived.

"It might be thought the proposals hold out the prospect of lower UK car prices and are therefore to be applauded. We believe that such a view would be a very superficial judgment.

"Overall the proposals are not in the consumers' best interest and, in any event, any short-term price benefit must be weighed against the strong probability of lasting damage to the EEC motor industry and to employment within it," maintains Austin Rover.

John Waddell, vice president, public affairs, Ford of Europe, makes a similar point. "These provisions would severely reduce the European industry's profit, or, more accurately, increase its losses. The industry's long term viability will be threatened, making plant closures inevitable."

He adds, "It seems to me that the Commission's real motives are to use the European automotive industry as a means of putting pressure on national governments to harmonize their economic practices.

"Although it is true that manufacturers cannot be held responsible for the very real differences in economic conditions on each national market, the fact remains that by adopting specific price policies, thus partitioning off national markets, they are sanctioning and consolidating the very economic differences which they denounce.

"They insulate national markets into so many independent economic entities and are neutralizing the effect of economic integration which should follow from the development of intra-community trade."

How prices differ

Model	France	West Germany	UK
BL Metro 1000L	106	109	149
BMW 320i	114	114	137
Citroen GSA Pallas	113	111	136
Fiat Panda 45	116	134	137
Ford Escort XR3i	115	116	132
Mazda 323 GT 1.5	126	112	147
Opel Kadett 1.6 SR	112	114	138
Peugeot 350 GL	109	112	135
Renault 5GTL	109	112	136
VW Golf GTI	105	113	136
Average	112	115	138

Source: BEUC. (Prices are expressed in percentage as a proportion of the Belgian price (100 percent). The survey was conducted Oct. 25, 1983.)

Saab will spend $20 million to boost capacity

Saab is planning to invest nearly $20 million to increase its production capacity. Most of it will go into the main Trollhattan plant in western Sweden, but additional funds are also going into Arlov.

The result will be an additional 20 percent capacity by the beginning of 1985.

With improvements in the body and paint shops, Trollhattan will be capable of producing 90,000 units a year (up from 75,000), and Arlov final assembly will be raised from 15,000 to 22,000.

Together with capacity at the Uusikaupunki plant in Finland, Saab production could hit 120,000 a year.

It is now producing at an annualized rate of 102,000—the maximum ever achieved.

Continued strong worldwide demand, particularly from the U. S., led to production of the 100,000th Turbo model recently.

But the extra capacity is really needed to enable Saab to slot its all-new model into the catalogs alongside its current range.

The new model, which started life as a joint production with Fiat Auto's Lancia Division, is expected to debut in early 1985. It will fit into a category above the 900 series.

Digital clock, instrument panels, tilt wheels all up

Electronic options gain on '83 cars

By Joseph Bohn
Marketing Editor

Electronic componentry is one of the fastest-growing optional equipment areas.

And a survey of '83 domestically built cars shows that digital clocks and electronic instrument panels, for example, have gained a lot of new ground.

Meanwhile, tilt and tilt/telescopic steering wheels continue to gain because of their convenience in smaller models.

Digital clocks in one form or another ended up on 43.09 percent of domestically produced cars in '83, up from 34.30 percent the previous year.

Digital clocks are offered in various combinations — by themselves or with various types of radios.

General Motors, for example, offers digital clocks with AM pushbutton radios; AM/FM stereo electronically tuned radios (ETR), excluding seek/scan functions; AM/FM stereo cassette with graphic equalizer ETR; AM/FM stereo cassette with graphic equalizer ETR, excluding seek/scan and so forth.

Meanwhile, electronic instrument panels went on 3.12 percent of domestic models last year, up from 1.90 percent in '82.

They are still limited in availability, but have become standard on some models, like Pontiac 6000-STE.

Tilt wheel was carried on 50.34 percent of industry production, up from 46.1 percent in '82.

And tilt and telescope, confined to GM cars, was carried on 5.11 percent of production, up from 4.5 percent in '82.

It's an item that GM still reserves for its high-priced lines, like Corvette, where it's standard.

Chevy for Canton

PAULSBORO, N. J.—Paul A. Canton has opened Paul A. Canton, Chevrolet, Inc., here.

STEERING WHEEL, ELECTRONIC OPTIONS ON 1983 U. S. MODELS

	Digital Clocks	Percent of Output	Electronic Instrument Panel	Percent of Output	Tilt Wheel	Percent of Output	Tilt and Telescope	Percent of Output
AMERICAN MOTORS	95,599	59.77	N.A.	.....	12,411	7.76	N.A.	.....
Alliance	82,479	58.00	N.A.	.....	N.A.	.....	N.A.	.....
Eagle	13,120	74.00	N.A.	.....	12,411	70.00	N.A.	.....
CHRYSLER CORP.	418,960	48.89	N.A.	.....	271,814	31.72	N.A.	.....
Chrysler-Plymouth Total	294,295	55.73	N.A.	.....	209,904	39.75	N.A.	.....
Turismo	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Horizon	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Reliant	72,977	41.90	N.A.	.....	20,029	11.50	N.A.	.....
Gran Fury	1,904	12.10	N.A.	.....	4,674	29.70	N.A.	.....
Fifth Avenue	83,501	100.00	N.A.	.....	79,409	95.10	N.A.	.....
E-Class	41,053	94.80	N.A.	.....	25,680	59.30	N.A.	.....
LeBaron	57,253	72.50	N.A.	.....	46,040	58.30	N.A.	.....
New Yorker	37,607	100.00	N.A.	.....	34,072	90.60	N.A.	.....
Dodge Total	124,665	37.90	N.A.	.....	61,910	18.82	N.A.	.....
Omni	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Charger	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Aries	56,486	.....	N.A.	.....	16,782	12.30	N.A.	.....
600	35,812	94.00	N.A.	.....	21,944	57.60	N.A.	.....
Diplomat	4,693	19.20	N.A.	.....	8,580	35.10	N.A.	.....
Dodge 400	27,674	97.40	N.A.	.....	14,604	51.40	N.A.	.....
FORD MOTOR	548,698	42.48	106,956	8.28	622,110	48.17	N.A.	.....
Ford Division	311,424	37.14	34,145	4.07	306,336	36.53	N.A.	.....
Escort	41,857	17.10	N.A.	.....	N.A.	.....	N.A.	.....
EXP	2,246	100.00	N.A.	.....	N.A.	.....	N.A.	.....
Mustang/Mustang II	53,305	44.10	N.A.	.....	51,371	42.50	N.A.	.....
LTD	76,944	49.40	2,181	1.40	90,340	58.00	N.A.	.....
Thunderbird	61,731	50.60	31,964	26.20	99,186	81.30	N.A.	.....
Crown Victoria	25,304	44.60	N.A.	.....	38,864	68.50	N.A.	.....
Fairmont	808	1.00	N.A.	.....	11,640	14.40	N.A.	.....
Tempo	49,229	89.00	N.A.	.....	14,935	27.00	N.A.	.....
L-M Division	237,274	52.37	72,811	16.07	315,774	69.70	N.A.	.....
Lynx	14,525	20.90	9,174	13.20	N.A.	.....	N.A.	.....
Capri	23,397	92.20	N.A.	.....	8,856	34.90	N.A.	.....
Marquis	43,244	64.20	808	1.20	49,373	73.30	N.A.	.....
Cougar	45,749	60.40	11,664	15.40	58,701	77.50	N.A.	.....
Grand Marquis	55,038	57.50	6,221	6.50	91,889	96.00	N.A.	.....
LN7	699	100.00	N.A.	.....	N.A.	.....	N.A.	.....
Topaz	9,678	55.00	N.A.	.....	6,528	37.10	N.A.	.....
Continental	16,831	100.00	16,831	100.00	16,831	100.00	N.A.	.....
Lincoln	5,125	9.60	5,125	9.60	52,740	98.80	N.A.	.....
Mark VI	22,988	74.50	22,988	74.50	30,856	100.00	N.A.	.....
GENERAL MOTORS	1,512,842	42.06	79,700	2.22	2,103,331	58.49	305,444	8.49
Buick Division	153,163	18.94	6,221	0.80	568,939	70.38	15,910	1.97
Skylark	104	0.10	N.A.	.....	58,498	55.90	N.A.	.....
Skyhawk J	63	0.10	N.A.	.....	30,502	48.30	N.A.	.....
Century	128	0.10	2,303	1.80	99,399	77.70	N.A.	.....
Regal	N.A.	.....	N.A.	.....	178,711	78.30	N.A.	.....
Buick	102,634	43.82	N.A.	.....	201,779	86.15	11,992	5.12
Riviera	50,234	100.00	3,918	7.80	50	0.10	3,918	7.80
Cadillac Division	292,814	100.00	46,952	16.03	18,117	6.19	259,693	88.69
Cimarron	19,294	100.00	N.A.	.....	18,117	93.90	N.A.	.....
Seville	30,430	100.00	15,671	51.50	N.A.	.....	29,882	98.20
Eldorado	67,416	100.00	31,281	46.40	N.A.	.....	65,731	97.50
Cadillac	175,674	100.00	N.A.	.....	N.A.	.....	164,080	93.40
Chevrolet Division	329,692	27.66	16,585	1.39	542,544	45.52	16,585	1.39
Chevette	N.A.	.....	N.A.	.....	16,956	10.00	N.A.	.....
Cavalier	77,380	35.40	N.A.	.....	73,008	33.40	N.A.	.....
Celebrity	50,313	47.50	N.A.	.....	58,787	55.50	N.A.	.....
Camaro	113,470	73.50	N.A.	.....	113,007	73.20	N.A.	.....
Citation	N.A.	.....	N.A.	.....	22,315	24.20	N.A.	.....
Malibu	N.A.	.....	N.A.	.....	40,156	34.20	N.A.	.....
Monte Carlo	N.A.	.....	N.A.	.....	63,763	66.20	N.A.	.....
Chevrolet	71,977	32.60	N.A.	.....	154,552	70.00	N.A.	.....
Corvette	16,552	99.80	16,585	100.00	N.A.	.....	16,585	100.00
Oldsmobile Division	577,476	63.00	3,223	0.35	729,174	79.55	13,256	1.45
Omega	21,139	39.20	N.A.	.....	28,472	52.80	N.A.	.....
Firenza	21,680	53.20	N.A.	.....	23,636	58.00	N.A.	.....
Cutlass	128,605	47.30	N.A.	.....	208,813	76.80	N.A.	.....
Cutlass/Ciera	112,139	66.10	3,223	1.90	132,836	78.30	N.A.	.....
Oldsmobile	254,546	74.70	N.A.	.....	300,208	88.10	8,600	2.60
Toronado	39,367	99.40	N.A.	.....	35,209	88.90	4,396	11.10
Pontiac Division	159,697	41.25	6,719	1.74	244,557	63.17	N.A.	.....
6000	56,499	82.54	6,719	9.82	51,749	75.60	N.A.	.....
2000	38,585	49.26	N.A.	.....	33,995	43.40	N.A.	.....
1000	N.A.	.....	N.A.	.....	3,091	11.90	N.A.	.....
Firebird	60,476	80.76	N.A.	.....	53,542	71.50	N.A.	.....
Phoenix	N.A.	.....	N.A.	.....	11,465	41.70	N.A.	.....
Grand Prix	1,133	2.82	N.A.	.....	33,417	83.20	N.A.	.....
Bonneville	3,004	5.52	N.A.	.....	40,865	75.10	N.A.	.....
Parisienne	N.A.	.....	N.A.	.....	16,433	94.20	N.A.	.....
VOLKSWAGEN	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Total Cars, U. S.	2,576,099	43.09	186,656	3.12	3,009,666	50.34	305,444	5.11

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada, are included to give an accurate picture of industry rates.

20th anniversary for San Jose Datsun

Accepting a plaque commemorating their 20th year in the automobile business are, from left, San Jose Datsun owners Tory Cerrito, Roy Cerrito, Stephen Cerrito and Jack Hilleary. In 1963, the store was named San Jose Imports and shortly following that, they took on the Datsun line.

Automotive exports in black, Mexican report contends

MEXICO CITY. — Despite the critical condition of Mexico's automotive industry, the Mexican Foreign Trade Institute released figures claiming that there was a turnabout in export operations in the first nine months of this year.

In giving out information on exports of Mexican manufactured goods, the institute said that the auto industry spurted from a $785 million dollar deficit in the first nine months of 1982 to a surplus of $164 million for the same period this year.

There has been no confirmation of this statement of an amazing turnabout from red ink to black in export operations for this year.

The institute said that the huge comeback in the automotive sector was part of overall improvement in exports of non-crude manufactured products which came to a total of more than $352 million, for an 11.1 percent increase over 1982. (This figure does not include other exports of mining, steel, metallic and non-metallic products.)

Auto industry exports dominated the about-face in foreign sales, with the institute pointing out that the increase was due to exports of engines, which accounted for $248 million of the gross export total for the sector.

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ENGINE OPTIONS ON 1983 U. S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Otput	6-Cylinder Gasoline	Percent of Output	6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	17,464	7.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	142,471	92.50	N.A.	.....
Alliance	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	142,205	100.00	N.A.	.....
Eagle	17,464	98.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	266	1.50	N.A.	.....
CHRYSLER CORP.	109,007	12.70	N.A.	.....	N.A.	.....	14,677	1.70	N.A.	.....	733,345	85.60	N.A.	.....
Chrysler-Plymouth Total	93,021	17.61	N.A.	.....	N.A.	.....	6,219	1.18	N.A.	.....	428,849	81.21	N.A.	.....
Turismo	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	37,628	100.00	N.A.	.....
Horizon	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	57,164	100.00	N.A.	.....
Reliant	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	174,170	100.00	N.A.	.....
Gran Fury	11,190	71.1	N.A.	.....	N.A.	.....	4,599	28.90	N.A.	.....	N.A.	.....	N.A.	.....
Fifth Avenue	81,831	98.00	N.A.	.....	N.A.	.....	1,670	20.00	N.A.	.....	N.A.	.....	N.A.	.....
E-Class	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	43,305	100.00	N.A.	.....
LeBaron	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	78,970	100.00	N.A.	.....
New Yorker	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	37,607	100.00	N.A.	.....
Dodge Total	15,786	4.91	N.A.	.....	N.A.	.....	8,468	2.60	N.A.	.....	304,501	92.61	N.A.	.....
Omni	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	34,009	100.00	N.A.	.....
Charger	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	47,542	100.00	N.A.	.....
Aries	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	136,440	100.00	N.A.	.....
600	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	38,097	100.00	N.A.	.....
Diplomat	15,986	65.40	N.A.	.....	N.A.	.....	8,458	34.60	N.A.	.....	N.A.	.....	N.A.	.....
Dodge 400	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	413	100.00	N.A.	.....
FORD MOTOR	361,440	27.98	N.A.	.....	317,036	24.54	146,401	10.00	N.A.	.....	489,342	37.48	.....	.....
Ford Division	132,279	15.80	N.A.	.....	210,768	24.00	127,608	15.00	N.A.	.....	385,278	45.20	N.A.	.....
Escort	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	244,700	100.00	N.A.	.....
EXP	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	19,291	100.00	N.A.	.....
Mustang/Mustang II	36,625	30.30	N.A.	.....	53,184	44.00	N.A.	.....	N.A.	.....	31,064	25.70	N.A.	.....
LTD	N.A.	.....	N.A.	.....	87,069	55.90	58,253	37.40	N.A.	.....	10,436	6.70	N.A.	.....
Thunderbird	38,918	31.90	N.A.	.....	70,515	57.80	N.A.	.....	N.A.	.....	12,566	100.00	N.A.	.....
Crown Victoria	56,736	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Fairmont	N.A.	.....	N.A.	.....	N.A.	.....	69,355	85.80	N.A.	.....	11,907	14.20	N.A.	.....
*Tempo	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	55,314	100.00	N.A.	.....
L-M Division	229,161	50.58	N.A.	.....	106,268	23.42	18,793	7.00	N.A.	.....	104,064	22.00	N.A.	.....
Lynx	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	75,108	100.00	N.A.	.....
Capri	6,319	26.40	N.A.	.....	10,912	43.00	N.A.	.....	N.A.	.....	7,765	30.60	N.A.	.....
Marquis	N.A.	.....	N.A.	.....	45,669	67.80	18,793	27.90	N.A.	.....	2,896	4.30	.....	.....
Cougar	26,056	34.40	N.A.	.....	49,687	65.60	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Grand Marquis	95,718	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
LN7	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	699	100.00	.....	.....
*Topaz	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	17,596	100.00	N.A.	.....
Continental	16,831	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Lincoln	53,381	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Mark VI	30,856	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
GENERAL MOTORS	1,322,206	36.92	43,945	1.22	1,249,162	34.72	N.A.	.....	26,113	0.72	950,402	26.42	.....	.....
Buick Division	242,066	31.14	6,042	0.07	406,944	50.30	N.A.	.....	4,853	0.06	143,690	18.43	N.A.	.....
Skylark	N.A.	.....	N.A.	.....	56,090	53.60	N.A.	.....	N.A.	.....	48,556	46.40	N.A.	.....
Skyhawk	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	63,152	100.00	N.A.	.....
Century	N.A.	.....	N.A.	.....	91,722	71.70	N.A.	.....	4,094	3.20	31,982	25.00	N.A.	.....
Regal	4,565	2.00	685	0.20	218,881	97.50	N.A.	.....	759	0.30	N.A.	.....	N.A.	.....
Buick	81,644	92.20	2,063	2.30	4,878	5.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
LeSabre	110,834	76.10	2,541	1.70	32,258	27.20	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Riviera	45,003	89.60	753	1.50	3,115	6.20	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Cadillac Division	268,338	91.00	5,181	2.50	N.A.	.....	N.A.	.....	N.A.	.....	19,294	6.50	.....	.....
Cimarron	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	19,294	100.00	N.A.	.....
Seville	21,791	97.90	639	2.10	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Eldorado	66,211	98.20	1,205	1.80	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Cadillac	172,336	98.10	3,337	1.90	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Chevrolet Division	367,820	31.80	5,550	0.04	325,773	27.33	N.A.	.....	2,330	0.02	486,405	40.81	1,940	.....
Chevette	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	167,697	98.90	1,940	1.10
Cavalier	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	218,588	100.00	N.A.	.....
Celebrity	N.A.	.....	N.A.	.....	65,884	62.20	N.A.	.....	2,330	2.20	37,709	35.60	N.A.	.....
Camaro	90,123	58.40	N.A.	.....	54,332	35.20	N.A.	.....	N.A.	.....	9,926	6.40	N.A.	.....
Citation	N.A.	.....	N.A.	.....	39,670	43.10	N.A.	.....	N.A.	.....	52,485	56.90	N.A.	.....
Malibu	32,160	27.40	N.A.	.....	84,279	71.80	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Monte Carlo	44,974	46.70	N.A.	.....	50,498	52.40	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Chevrolet	184,135	83.40	5,550	2.50	31,110	14.10	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
*Corvette	11,428	100.00	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Oldsmobile Division	348,714	37.46	23,079	2.50	383,615	42.50	N.A.	.....	17,083	1.80	144,304	15.74	N.A.	.....
Omega	N.A.	.....	N.A.	.....	22,121	41.00	N.A.	.....	N.A.	.....	31,816	59.00	N.A.	.....
Firenza	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	40,757	100.00	N.A.	.....
Cutlass	N.A.	.....	2,650	.90	267,542	98.40	N.A.	.....	1,903	0.70	N.A.	.....	N.A.	.....
Cutlass/Ciera	N.A.	.....	N.A.	.....	82,734	48.80	N.A.	.....	15,180	8.90	71,736	42.30	N.A.	.....
Oldsmobile	311,562	91.40	18,243	5.40	10,951	3.20	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Toronado	37,152	93.80	2,186	5.50	267	.70	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Pontiac Division	95,268	23.71	4,093	1.05	132,830	34.30	N.A.	.....	1,847	0.47	156,709	40.47	N.A.	.....
*6000	N.A.	.....	N.A.	.....	38,818	56.71	N.A.	.....	1,847	2.37	28,010	40.92	N.A.	.....
2000	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	78,329	100.00	N.A.	.....
1000	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	25,858	99.54	119	0.46
Firebird	39,928	53.32	N.A.	.....	27,333	36.50	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
Phoenix	N.A.	.....	N.A.	.....	10,606	38.57	N.A.	.....	N.A.	.....	7,623	10.18	N.A.	.....
Grand Prix	16,448	40.95	129	0.32	23,589	58.73	N.A.	.....	N.A.	.....	16,889	61.43	N.A.	.....
Bonneville	22,223	40.84	3,863	7.10	31,801	58.45	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
*Parisienne	16,669	95.55	101	0.58	683	3.92	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....
VOLKSWAGEN	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	N.A.	.....	59,344	81.90	13,293	18.10
Total Cars, U. S.	1,810,117	30.27	43,945	0.73	1,566,198	26.19	161,078	2.69	26,113	0.43	2,374,904	39.44	15,352	0.25

Note: *Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

NADA premise is faulty, he says

Bidwell attacks fleet subsidy bill

By Geoff Sundstrom
Washington Staff Writer

JACKSON, Miss.—An NADA-backed bill that would outlaw manufacturer-offered incentives to fleet buyers is "anti-competitive, costly to consumers, and would inhibit a manufacturer's ability to provide merchandising programs to its dealers," according to Bennett E. Bidwell. Chrysler executive vice president.

Bidwell used the occasion of a Congressional field hearing here to express Chrysler's disapproval of the so-called fleet/lease bill.

Also testifying were the American Automotive Leasing Assn., Automobile Importers of America, Inc., American Automobile Leasing Assn., and the American Car Rental Association.

NADA President William C. Turnbull and the bill's house sponsor, Gene Taylor, Missouri Republican, also testified before the subcommittee on Commerce, Transportation and Tourism (AUTOMOTIVE NEWS, Dec. 19). Subcommittee Chairman James Florio, New Jersey Democrat, chaired the hearing, which was located in the home district of Mississippi Democrat Wayne Dowdy.

Bidwell, who served as president of Hertz before joining Chrysler, said that NADA's bill is "based on a faulty premise, namely, that individual car buyers must pay more to make up for incentives given to fleet buyers."

The reverse is true, he said, because the existence of fleet sales programs actually help to hold down the price of cars to individual consumers. Fleet orders planned in advance keep plants operating in periods of reduced demand, promote smooth production and delivery schedules and offer a measure of predictability in sales that help manufacturers and dealers meet their fixed costs, he said.

Bidwell said that if Chrysler's "fleet incentives and the sales produced by them had not been present . . . I think Chrysler would have gone down the tube."

He criticized Turnbull's estimate that fleet incentives often cut the cost of vehicles by $1,000 under the price paid by the franchised dealer. Bidwell said, "The $1,000 per-unit-numbers thrown around by the proponents of H.R. 1415 are preposterous."

"In fact, in the 1982 and 1983 model years, Chrysler spent more than four times as much for discount and incentive programs to dealers and retail customers as it spent on fleet discounts.

"These programs took the form of customer rebates, discount financing programs, and the free, five-year, 50,000 mile warranties . . . all of which were not offered to fleet accounts," Bidwell said.

"One of the inevitable outcomes of H.R. 1415 would be the sharp curtailment of incentive programs for dealers and retail customers," Bidwell said. "Without the fixed cost coverage for fleet volume, manufacturers couldn't afford them."

Ford-Mercury outlet

BREMAN, Ind. — Nine Ford Sales has added the Mercury franchise.

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Small-car, big-car groups due in GM restructuring

Detroit, which has been abuzz with General Motors rumors for several weeks, is about to learn details of the auto maker's latest restructuring.

Elaborate plans have been made to guard the changes in secrecy before making the announcement internally tomorrow morning (Jan. 10). GM directors, meeting today, will put the final stamp of approval on the changes.

Expected to be a key part of the GM move is approval of a consolidation of car divisions and the Assembly Division into big-car and small-car groups and the appointment of group executives to head them.

Lloyd Reuss, currently general manager of Buick, is slated to take charge of the big-car group, including Buick, Oldsmobile and Cadillac. He has spent long days at GM headquarters in recent weeks.

Robert C. Stempel, now general manager of Chevrolet, will be named group executive of the small-car group, covering Chevrolet and Pontiac.

Other personnal reassignments are expected.

GM has invited its top-level executives (staff heads and above) to the General Motors Building in Detroit for a personal briefing on the new structure at 10:30 a.m. tomorrow.

Other employes on the bonus list will receive the details through video-tape presentations at their home divisions. Those presentations are also scheduled for 10:30 a.m. tomorrow, with video tapes being turned over to the divisions only one hour beforehand.

• Asked about the Tuesday announcements, a GM spokesman, reciting a prepared statement, said that GM had scheduled a meeting for its executives to review "success in meeting" its business objectives in 1983, as well as the outlook for 1984. Such meetings are not unusual, he said.

How divisional structure will be changed was unclear at presstime, but it is believed that divisions will continue to have general managers, although they will no longer be corporate vice presidents.

It is believed that two of the current general managers (and vice presidents) will be sent to overseas assignments and another (also a vice president) will take early retirement. There may be other early retirements a bit later.

Under the new group setup, each group is slated to take over administrative, engineering and manufacturing functions. Sales and marketing responsibility would remain with the divisions.

There is also slated to be a realignment of product.

• In the small-car group, Chevrolet and Pontiac would offer nothing larger than an intermediate. In the big-car group, Buick, Oldsmobile and Cadillac would lose most of their small cars, up through compacts. Remaining small cars in the big-car group would be high-line versions of price-leaders marketed by the small-car group.

In other words, products are to be split more on a basis of price, rather than on size.

No changes are expected in divisional field organizations. For example, Chevrolet field reps would still call on Chevrolet dealers.

But there is a strong possibility of more dual dealerships.

One GM source sees fewer but larger GM dealers. The source

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Tire excise dies; cars cut $7-$14

By John K. Teahen Jr.
Managing Editor

Big Three new-car prices were reduced last week, but the cut isn't likely to kick off a sales boom. The reductions ranged from $7 to $14.

The Big Three action resulted from the Jan. 1 elimination of the federal excise tax on passenger-car tires.

General Motors cut sticker prices from $7 on Chevrolet Chevette and Pontiac 1000 to $14 on Corvette. Both Chrysler Corp. and Ford Motor Co. posted dips of $8 to $12. Ford said the average was about $10.

Base prices of most Big Three

Continued on Page 64, Col. 4

Convertible for Avanti

Prototype debuts at L.A. show

Avanti Motor Corp. is premiering this prototype of its first convertible model at the Greater Los Angeles Auto Show this week. The body is constructed of a new fiber-reinforced plastic, while the interior has been redesigned. The convertible is powered by a General Motors 305 CID V-8 HO engine, which yields 200 HP.

NADA registration up; show space is record

WASHINGTON. — The economic rebound is being directly reflected by NADA's 67th annual Convention and Exposition Feb. 4-7 in Dallas.

Advance registration is running 14 percent ahead of last year, NADA said, leading to expectations of over 15,000 attendance at Dallas.

Exposition space has set an NADA record and the largest workshop scheduled in NADA history is on tap. Nearly 140,000 square feet of exposition space have already been reserved, with 210 exhibitors displaying automotive and dealership products and services.

A first for the NADA convention will be an additional exhibit hall, primarily featuring van conversions.

The annual Time Magazine Quality Dealer Awards will be presented at the opening convention session on Saturday, Feb. 4.

Outgoing NADA President William C. Turnbull Sr. will join Transportation Secretary Elizabeth Dole on the rostrum during the opening session.

• Dole is one of three guest speakers. Later convention sessions will feature Art Linkletter, television personality, and James J. Kilpatrick, columnist.

James F. Jennings, 1984 NADA president, will precede Kilpatrick at Tuesday's general session which has been moved up this year to 11 a.m.

Linkletter will lead a nonde-

Continued on Page 64, Col. 2

Imports and domestics share gain; Buick and Olds crack records

1983 car sales of 9.2 million highest since '79

By Jenny L. King
Staff Writer

All things considered, it was a very good year for the U.S. auto industry, it was an excellent 1983 for the imports and it was a smashing 12 months for several makes including Buick, Oldsmobile, the U.S. Renault and several imports.

The domestic industry finally appeared back on track, finishing the 1983 calendar year with 31 out of 36 reporting periods on the plus side and surpassing 1982, 1981 and 1980 sales totals. Imports enjoyed their second-best year in the U.S. market and were up 7.25 percent over 1982.

Domestic auto makers reported sales of 6,795,302 new passenger cars in 1983, up 18.04 percent from 5,756,660 a year earlier and highest since 1979 when 8,315,622 units were retailed.

Import sales reached 2,382,475, up 7.25 percent from 2,221,398 in 1982. Record sales for imports were notched in 1980: 2,395,218.

Grand total for 1983 was 9,177,777, up 15.04 percent from 7,978,058 in 1982.

Domestics sales in December, best since 1978, were up 24.86 percent, to 559,421 from 448,048 a year earlier. Imports were up 4.92 percent in December, to 192,867 from 183,827. Grand total for the month was 752,288, up 19.06 percent from 631,875 in 1982.

Imports accounted for 25.96 percent of the 1983 market, down almost two percentage points from the record 27.84 percent they claimed in 1982.

SALES AT A GLANCE

	1983	1982	Percent Change
Domestic	6,795,302	5,756,000	+18.04
Import	2,382,475	2,221,398	+ 7.25
TOTAL	9,177,777	7,978,058	+15.04

• Two General Motors divisions, Buick and Oldsmobile, reported record sales in 1983. Buick, with an 845,033 total, beat its former peak of 800,586 set in 1978; Oldsmobile erased the record attached to its 1978 total of 1,006,344 and rewrote it with the 1,007,559 sales attained in 1983.

U.S.-built Renaults took off in their first full year on the market and Ohio-assembled Honda Accords climbed to first-year sales of more than 50,000.

Volkswagen was the only domestic auto maker failing to match its year-ago total. VW was down 6.71 percent, to 85,045 from 91,166. American Motors, boosted by its domestic Renault sales, made the greatest comeback. AMC sales were up 71.97 percent, to 193,351 from 112,433. Renault Alliance and Encore represented some 76 percent of the AMC total (126,008 for Alliance and 20,182 for Encore).

General Motors finished the calendar year with a 15.30-percent increase in sales, climbing to 4,053,561 from 3,515,660. Ford Motor Co. was up 16.77 percent, to 1,571,321 from 1,345,698. Chrysler Corp. was up 21.67 percent, to 841,622 from 691,703. Honda sales totaled 50,402 in 1983.

GM's share of the domestic market was 59.65 percent in

Continued on Page 65, Col. 1

breaking news

GMC sales crack December record

PONTIAC. — With record December sales, GMC truck dealers posted a four-year sales high in 1983. Calendar-year sales of 264,148 represented a 15-percent gain over the previous year's 228,934. It was the best 12-month showing for GMC since 1979, when deliveries totaled 290,363. Sales of 23,708 set a record for December, erasing the former peak of 22,819 established in 1979.

GM to reimburse diesel owners

WASHINGTON. — General Motors has agreed to reimburse 24 members of the Disgruntled Diesel Owner's Group here an average of $2,000 for repairs on GM diesel-powered cars and trucks, DDOG announced. The group submitted the 24 trial claims to test the effectiveness of a special claims procedure outlined between GM and the DDOG last July. The group now plans to provide GM with a list of 3,256 additional members who submit repair claims.

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